

Love is Free Campaign Activity Report



What is Love is Free Campaign?

“Love is Free Campaign” is a campaign to distribute mosquito nets to children who are vulnerable to malaria. mudef has distributed mosquito nets and spread information regarding malaria prevention in the field. The campaign also includes activities in Japan to raise awareness about malaria. We aim to create environment in order for the children to have healthy lives.

We started support activities in 2009 with the local NGO, Consol Homes Orphan Care (CHOC), who has given support to the children who lost their parents due to HIV-related disease. The activities have grown into this campaign and we are now expanding the project area in Malawi and Senegal.

This campaign is part of our effort to contribute to reaching Goal 6 of Millennium Development Goals; combat HIV/AIDS, malaria and other diseases.



What is malaria?

Malaria is an infectious disease, which is transmitted via mosquitos called anopheles. According to *World Malaria Report 2012* by WHO, the number of malaria patients in 2010 was 219 million, 660 thousand of which died due to the disease. 90% of the malaria victims are African children under the age of 5, who barely have immunity to progression of malaria. Every minute, a child dies because of malaria.

Malaria is also called “disease of poverty”, being one of the major causes that prevent developing countries from economically growing. African countries cannot address this problem because they do not have enough budgets. They are in a negative spiral; those who are once infected by malaria tend to be unable to get out of poverty because they lose opportunities of employment or education.

Africa’s economic losses caused by malaria is estimated to be 12 billion USD (about 1.2 trillion yen) per year. Poverty is closely associated with malaria, and it is essential to combat malaria for Africa’s economic growth.

History of Love is Free Campaign

In November, 2008, MISIA, one of our founding members, met Elina while visiting Malawi. Elina had lost her parents due to AIDS-related illnesses and was living with her grandmother. She was shocked by the condition of her home, where mosquitos were flying all over. That was the start of this campaign. The support center for AIDS orphans that Elina was attending was CHOD.

Ms. Chapomba, the founder of CHOC, said “it is sad when even one person passes away, but it happened a lot around here. I wanted to help the children who looked so sad, so I started the support activities.” “Love is free. We do not have money, but we can embrace children. Love is just there to share. It’s not something to give or receive.” said Ms. Chapomba. “Let’s help her and the children” is what MISIA felt, and we decided to start a campaign and call it “Love is Free”, borrowing Ms. Chapomba’s words.

We distributed total of 4,500 mosquito nets in Malawi from 2010 to 2012. In 2014, we distributed each 2,000 mosquito nets both in Senegal and Malawi, and we will continue our support activities.

Consol Homes Orphan Care (CHOC)

CHOC is an NGO headquartered in Namitete, which is located in the central part of Malawi.

It gives home care to PLWHAs (people living with AIDS) and supports children who have lost a parent or both parents.

Mr. and Mrs. Chapomba, the founder, and the local staff members are running the NGO. There are 76 centers in Namitete and Ntcheu areas. Some 600 local volunteers are helping to support 14 thousand children aged from 7 to 18 years.

Our Partner Group in Malawi



Our Partner Group in Senegal



Intermondes

Intermondes is an NGO in Senegal, which was founded in 2008. Its activities include rural development, urban development, and more. Intermondes’ projects cover many areas such as prevention activities for the three major infectious diseases (HIV/AIDS, tuberculosis, and Malaria) and microfinancing.

Mr. Mamadou Ndiaye, the representative, is working on a wide range of activities, utilizing his experience from ENDA-Graf, an NGO in Senegal derived from the international NGO, ENDA-TM.

Activities of Love is Free Campaign

Distribution of Mosquito Nets

- One of the effective ways to prevent spread of malaria infection is to use mosquito nets. mudef, in collaboration with the local NGO partners, distribute mosquito nets in Malawi and Senegal.
- We give lectures on malaria and how to use the mosquito nets to the local residents before distribution of the mosquito nets.

Awareness Building

- We give information about malaria through the website and mail magazines to raise awareness about the problem happening in the developing countries.

Other Activities

- Collaboration with Vanilla Sugar
In collaboration with Vanilla Sugar, a chocolate design company, we developed and marketed “starry sky chocolat”. 10% of the sales of the chocolate was donated by Vanilla Sugar.
- Donation of “Ultraman” puppets
We distributed the puppets donated by Tsuburaya Production and Maruka Corporation, who agree to cooperate with us on the campaign.
- Donation of ready-to-assemble telescope kits
We donated 5 kits of ready-to-assemble telescopes provided by National Astronomical Observatory of Japan to Consol Homes.
- Soccer lessons for children
Mr. Teruo Iwamoto, the mudef Ambassador and the former Japan national soccer team member, gave soccer lessons to the local children in Senegal.



Distribution of Mosquito Nets in Malawi

We have distributed the mosquito nets for three times in Malawi. With the help of CHOC Mr. and Mrs. Chapomba, the distribution took place mainly in Namitete, where the main center of is located, and Ntcheu (about three hour drive from Namitete) , where the branch centers are located.

First Distribution

Date: Feb. 5th and 6th, 2010

Number of mosquito nets distributed: 500

Target: 500 children registered at CHOC main center.

Supported by: Rhythmedia Inc., Ricoh Company. Ltd (Free Will), Tsuburaya Production. (Donation from these companies was utilized for the campaign.)

Other events :

- Distributed “Ultraman” puppets provided by Tsuburaya Production and Maruka Corporation
- Donated 5 kits of ready-to-assemble telescopes provided by National Astronomical Observatory of Japan to Consol Homes.



Namitete, Malawi

Namitete is about 40 minute drive from Lilongwe, the capital of Malawi.

The research we conducted in 2009 shows that only two out of five children in Namitete area use mosquito nets while sleeping. Also, it was found out that most of the residents had not talked about prevention of malaria nor thought about it.

We discussed how to support prevention of malaria and raise awareness about prevention based on the research results, which led us to conducting this campaign.



Second Distribution

Date: July, 2011

Number of mosquito nets distributed: 2,000
(includes 1,000 nets provided with matching donation from Sumitomo Chemical Company, Ltd.)

Distribution method: The mosquito nets were delivered and distributed to Namitete with cooperation of PSI Malawi, an international NGO.

Supported by: Sumitomo Chemical Company, Ltd. (matching donation), Vanilla Sugar (donated 10% of the sales of the chocolate, “starry sky chocolat”)

*The mosquito nets distributed this time were produced in Malawi. A local company acquired the license from Sumitomo Chemical, purchased the specific material, and manufactured the mosquito nets. The shipping cost was largely cut because the products were purchased locally. This also created job opportunities for the local residents.



Children with joy after receiving the mosquito nets.

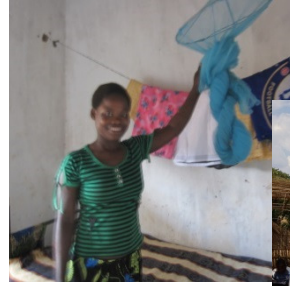
Third Distribution

Date: October, 2012

Number of mosquito nets distributed: 2,000
(includes 1,000 nets provided with matching donation
from Sumitomo Chemical Company, Ltd.)

Target: Children registered at CHOC branch centers.

Supported by: Sumitomo Chemical Company, Ltd.
(matching donation), Vanilla Sugar (donated 10% of the
sales of the chocolate, "starry sky chocolat")



Republic of Malawi

Malawi is a country with African hospitality and friendliness. Its official name is Republic of Malawi. "Malawi" in Chewa means fire or light.

Malawi is located in African Great Rift Valley and the west of Lake Malawi. The shape of the country is long and thin. The distance from the north end to the south end is about 900km. It is an inland country, and the national land covers the size of Hokkaido and Kyushu combined. One fifth of the land is water area including lakes and rivers. Farming of crops, tea leaves, and tobacco is the major industry. The Japanese tobacco company also buys tobacco from Malawi. The relaxed atmosphere represents the typical African countryside environment, where you can get a glimpse into the people's everyday life.

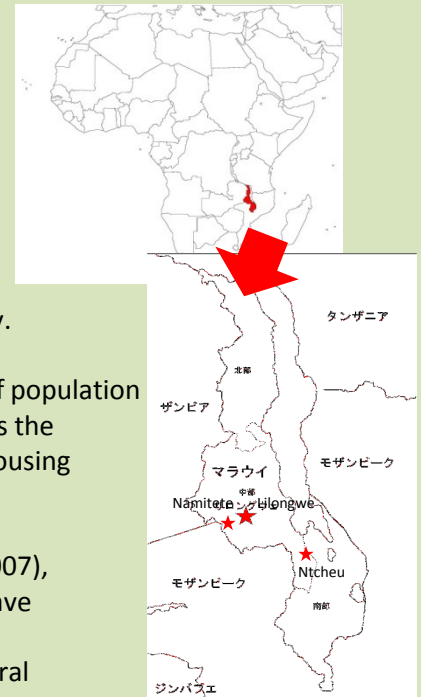
On the other hand, the circumstances surrounding Malawians are severe. 52.4% of the population lives below the poverty line the government defines (World Bank, 2004). GNI per capita is 340USD (about 27,200JPY, 2011). It is clear the life in Malawi is hard when you compare this number with GNI per capita in Japan, which is 45,180USD (about 3.61 million JPY, 2011).

Especially the residents of rural areas, who make up more than half of the population live in severe conditions, comparing to the residents of the urban area, who make up 25% of the population.

Poverty not only causes lack of food and bad nutrition but also affects education and employment. Also, people may lose lives which could be saved if they had enough money and had access to hospitals. The average life-span of Malawians is 54 years old. This fact is not unrelated to the poverty of the country.

Also, the high population growth rate (3.17%, 2011) represents the future risk of population explosion. The number of population per square-kilometer is 158 (2010), which is the highest rate in Africa. The population density could affect the food supply and housing conditions.

The number of HIV/AIDS patients in Malawi is estimated 860 thousand (WHO, 2007), showing a slight increase. It should be noted that the number of children who have lost their parents is also high (560 thousand). However, the poverty prevents the government from building special care centers for the AIDS orphans, so the general day-care centers gives support to those children.



*If not especially noted, the numbers above were cited in the World Bank homepage. The year shown is the data year.

Distribution of Mosquito Nets in Senegal

mudef set the goal in 2013 to expand the distribution area, and in January, 2014, we distributed the mosquito nets in Senegal for the first time. Malaria is a major cause of sickness and death in Senegal, and the Senegalese government put this problem high in their priority. The incidence rate of malaria in Senegal decreased to 14 cases (2009) from 130 cases (2006) per 1,000 people, thanks to conducting the effective measures recommended by WHO. However, malaria remains to be serious threat to the people and their lives.

Fourth Distribution

Date: January, 2014

Number of mosquito nets distributed: 2000

Distribution areas: Dakar and Pout commune in Thies

Target: Children registered at local NGO in Dakar, and

people selected by health workers in Thies

Supported by: Sumitomo Chemical Company, Ltd.

(donation of 500 mosquito nets)

Distribution Method: Utilized the revenue from Run for Africa (June, 2013) and the donation from Sumitomo Chemical Company, Ltd.

Attended by: Mr. Teruo Iwamoto (mudef Ambassador, a former national soccer team member)

Other events: Soccer lessons by Mr. Iwamoto (3 times in total)



Mr. Teruo Iwamoto, a mudef Ambassador, who attended the distribution, Mr. Mamadou Ndiaye, the representative of Intermondes, and the village chief.



Republic of Senegal

Republic of Senegal is located in Southwest end of the Sahara desert in West Africa. The capital is Dakar. The population is 13.1 million.

Dakar is a source of high fashion, music, and other sophisticated culture. Many tourists visit Dakar in January.

However, the economic situation of the country is not well. GNI per capita is 1,070USD, which is less than one fortieth of GNI per capita of Japan. Senegal is counted among the Least among Less Developed Countries (LLDC) defined by the United Nations.

Malaria threatens people's lives throughout the year. The climate of Senegal is tropical dry climate; July to September is rainy season (average temperature: 27 degree Celsius) and October to June is dry season (average temperature: 21 degree Celsius).

With the start of the rainy season, the number of mosquitos increase rapidly and malaria incidence slowly increases accordingly. The peak of malaria incidence comes during November and December.

Meanwhile, the rate of treatment that children who develop a fever receive is only 8% (UNICEF, 2007-20012). Actions are still needed to solve this problem.



Supporting Companies

Love is Free Campaign is supported by many companies.

(in random order)

[Donation]

■ Sumitomo Chemical Company, Ltd: Donation of 3,000 mosquito nets (Malawi), 500 mosquito nets (Senegal)

■ Tsuburaya Production: Donation of 1,000,000JPY

■ Ricoh Company, Ltd (Free Will): Donation of 200,000JPY

■ Rhythmedia Inc., : Donation from the auction sales

■ Vanilla Sugar: Donation of 10% of the sales of the original product, “starry sky chocolat” (2009-2013)

[Other support]

■ National Astronomical Observatory: Donation of 5 kits of ready-to-assemble telescopes

■ Maruka Corporation: Donation of 500 “Ultraman” puppets

■ dmp Inc.,: Creation and operation of the campaign website

■ Taki Corporation

Mosquito nets for distribution: Olyset® Net



mudéf has adopted Olyset® Net, the LLIN (long lasting insecticide-treated nets) manufactured by Sumitomo Chemical Company, Ltd., from the first distribution. The use of LLIN is recommended by WHO.

The mosquito nets chosen for the first distribution were square-shaped. For the second distribution on, we chose cone-shaped mosquito nets, which costs more but fits the houses in Malawi better.

For the second and third distribution, Sumitomo Chemical Company, Ltd. purchased 1,000 mosquito nets, the same number mudéf purchased, as matching donation. It also donated 500 mosquito nets for the distribution in Senegal.

The bags of mosquito nets shows how to use the mosquito net with illustration so that children who cannot read understand the instructions.

Future Activities

Love is Free Campaign started in July, 2009 with the goal of 4,300 mosquito nets to distribute. We have reached that goal with distribution of 4,500 mosquito nets from 2010 to 2012.

After that, we decided to expand the distribution area outside Namitete; we plan to distribute 2,000 more in Ntcheu in March, 2014.

We also distributed 2,000 mosquito nets in January, 2014, in Senegal.

With Love is Free Campaign, we will continue to support those who are at risk of malaria infection.

